

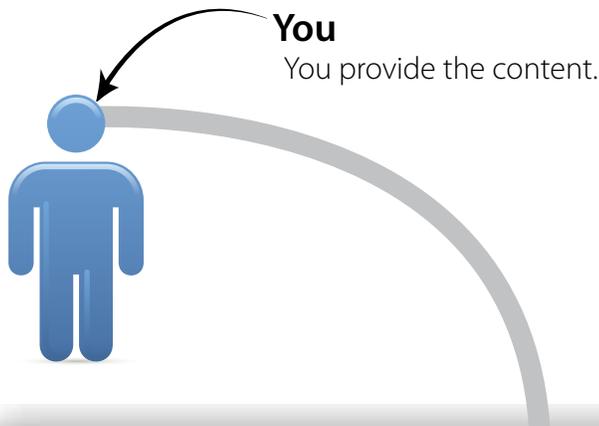
 ***My*TourGuide**

A tour guide in the palm of your hand™



What is MyTourGuide?

MyTourGuide is an open platform for creating itineraries and tours that visitors download and play on their mobile devices and personal computers.



You
You provide the content.

Your creations

Use the free tools at MyTourGuide.com to build as many tours and itineraries as you like.

MyTourGuide
Web/Mobile Platform

Mobile Tours Itineraries Tour Channels



Travelers' devices

MyTourGuide makes your tours and itineraries compatible with travelers' preferred devices.

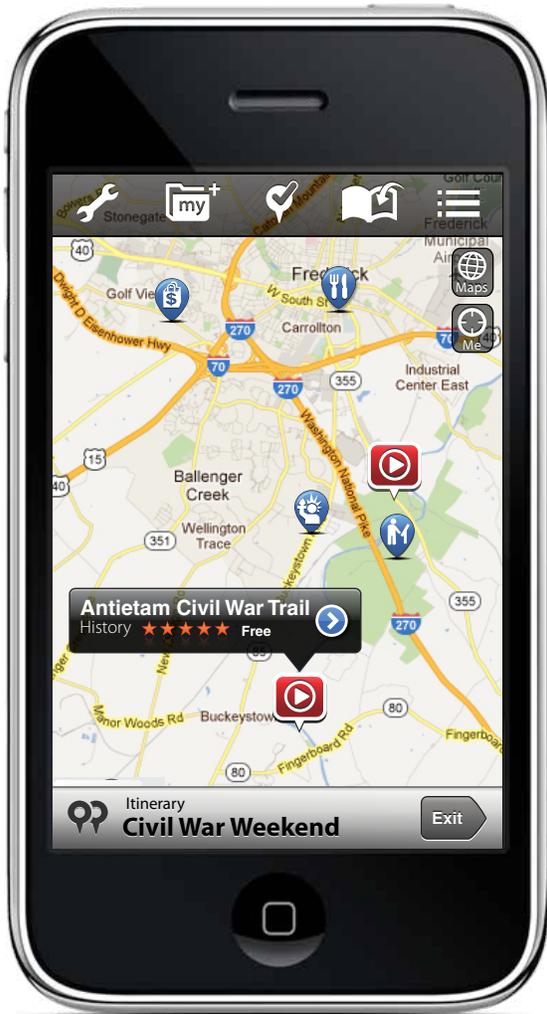
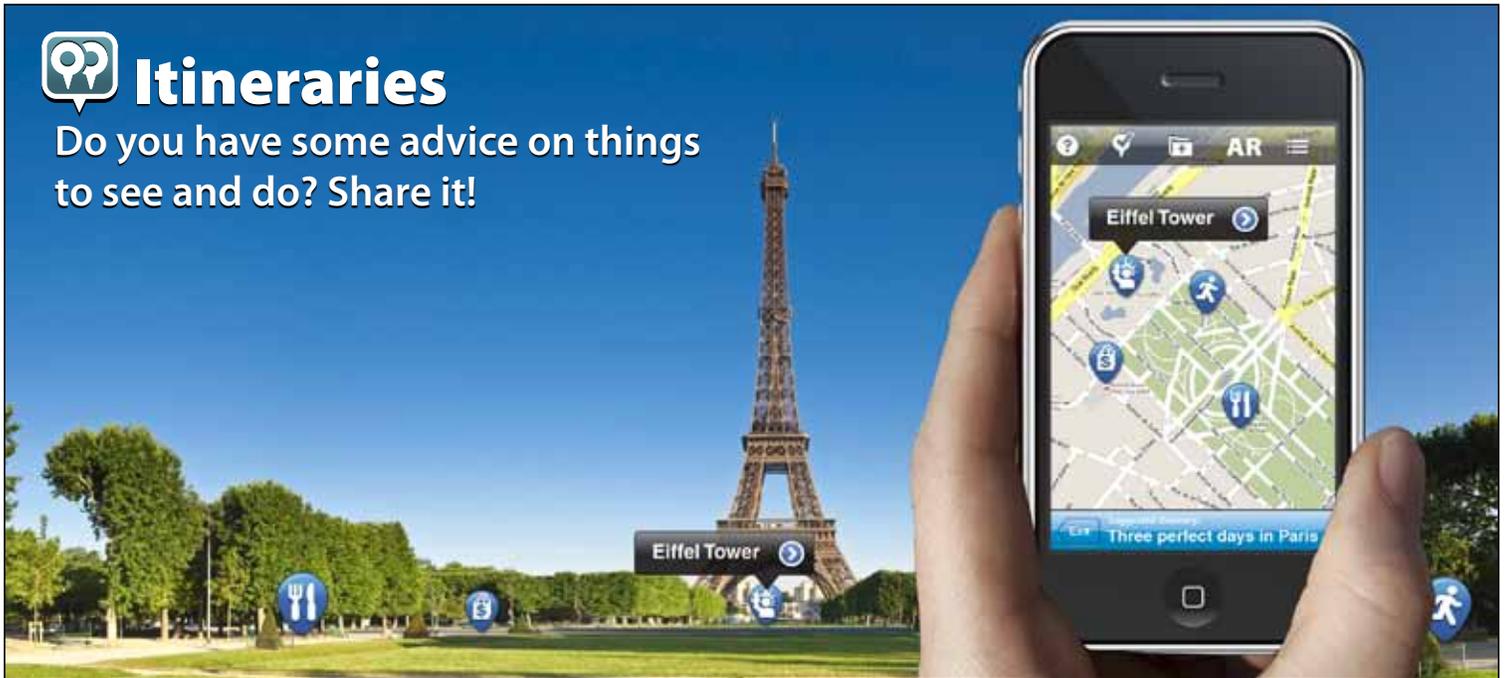


Smartphones, Tablets, and Computers



Itineraries

Do you have some advice on things to see and do? Share it!



Mobile Itineraries

An itinerary is a collection of things to see and do in your travel destination: everything from attractions to restaurants and activities. You can explore suggested itineraries, which were created by others, or build your own custom itinerary that you can share with friends and family.

Share your suggestions

Creating a suggested itinerary is easy. Simply place points of interest (POIs) on a map and provide some basic information about each POI. Assemble a collection of attractions, tours, and noteworthy sites - then click the publish button. Anyone can download your suggested itinerary to the MyTourGuide app for free and explore your suggestions.



Mobile Tours

Easily create mobile tours that capture the visitor's imagination

Featuring Augmented Reality



Creating mobile tours is easy!

Use the free tools at MyTourGuide to create all kinds of tours: history tours, photography tours, student tours – any conceivable tour (in any language) for any destination on planet Earth! It's as easy as placing tour stops on a map and clicking a button to attach media. You can even earn money from your tours or offer them for free. It's up to you.

Mobile tour features

- Multimedia tour stops (audio, video, images, and text)
- POIs (restaurants, exhibits, rest rooms, etc.)
- GPS triggering of audio narration
- Outdoor and indoor maps
- Interactive quiz games
- Augmented reality
- Social network integration
- Works with or without data connection

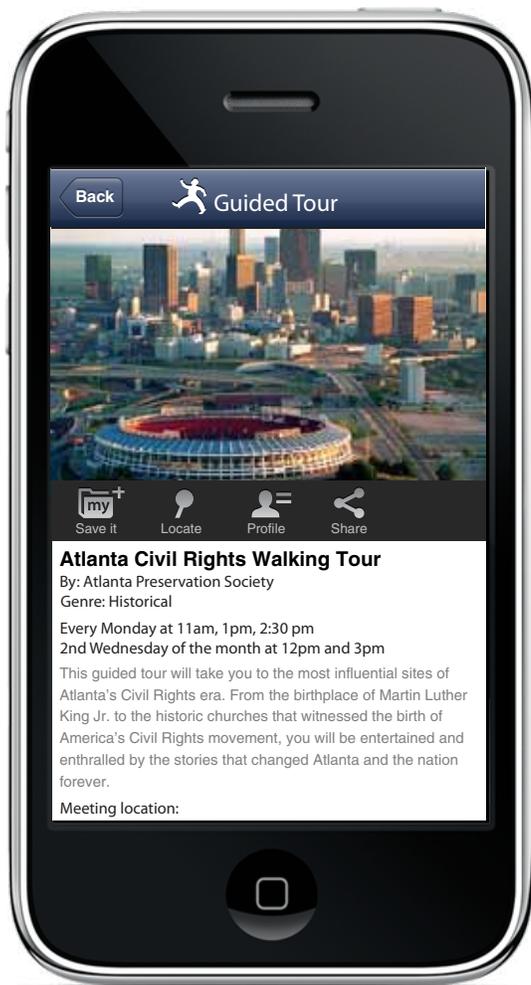


Guided Tours

Help your visitors discover and register for guided tours offered in your venue or destination



Coming Soon!



Do you offer guided tours?

Use the free tools at MyTourGuide.com to create a guided tour description page to advertise your tour. Your information will be broadcast for free across the entire MyTourGuide travel community, helping you reach the widest possible audience.

Guided tour features

- No cost advertising
- Detailed description of tour
- Times and meeting locations
- Reservation information



Tour Channels

Create a tour channel on MyTourGuide and allow visitors to explore your destination with their mobile devices.



What is a tour channel?

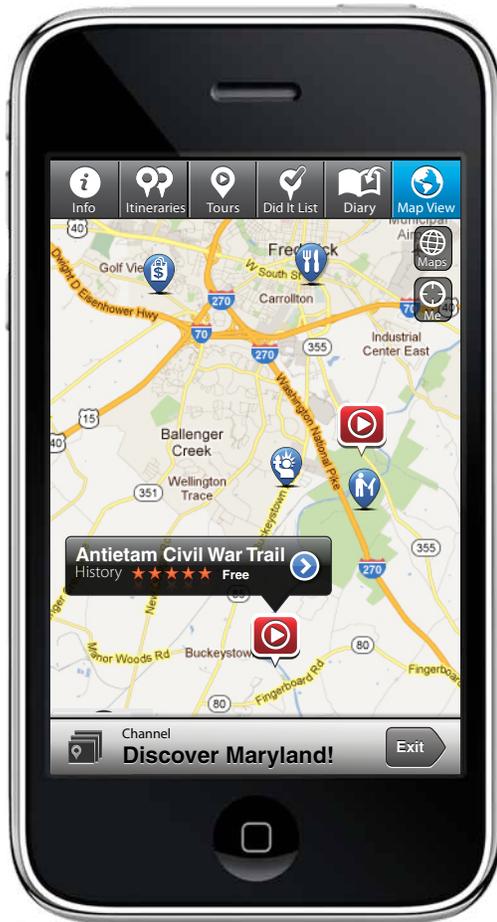
A tour channel is like a self-contained site within the MyTourGuide app that is dedicated to official organizations like museums, visitor bureaus, and historical associations. When a visitor launches a channel, it essentially takes over the app. The only thing the visitor sees is the information and content belonging to that organization.

Channel features

- Suggested itineraries
- Mobile tours
- Points of interest (restaurants, shopping, rest rooms, etc.)
- Customized visitor information

Channels are available for the following types of organizations

- | | |
|--------------------------------|-----------------------------|
| • Convention & Visitor Bureaus | • State Tourism Departments |
| • Chambers of Commerce | • Historical Associations |
| • Destination Management Orgs | • Tour Guide Associations |
| • Museums, Zoos, Aquariums | • Publishing Companies |
| • National Parks | • Colleges/Universities |
| • State Parks | • Tour Operators |



Who is MyTourGuide?

MyTourGuide is a mobile tour platform created by TravelBrains, a leading publisher of self-guided audio tours and guidebooks to historic and cultural destinations. For over twelve years, TravelBrains has been developing award-winning tours and guidebooks to places like Gettysburg, Antietam, Yellowstone, and Acadia National Park.



With the introduction of the iPhone, TravelBrains saw an opportunity to take our experience creating audio tours and build a web/mobile platform that enables anyone to create self-guided tours and itineraries that play on personal mobile devices. Using the free tools at MyTourGuide.com you can create tours that appeal to every type of travel interest: history tours, ghost tours, children's tours - any conceivable tour, in any language, for any destination on planet Earth.

 **MyTourGuide**

MyTourGuide was born out of a passion for educational travel. Our mission is to perfect the art & science of location-based storytelling.